Meeting Your Needs At Home and At Sea.....

Information & Referral Marketing Without a Budget

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Objectives

- What are FFSC staff marketing responsibilities
- Why Market a new program
- Marketing Methods
- Making and Maintaining Contacts
- Marketing Goals

Why Market a New Program

Customers and colleagues need to know what the EFMP program is what it offers. Marketing is making the community aware of the services provided by the EFMP Liaison/POC. This will likely be the first step in building the contacts needed for a successful EFMP Program.

What are FFSC staff marketi responsibilities?

- Delivering the best possible customer experience
- Learning about ALL FFSC programs and services
- Selling our programs and services to customers
- Reducing barriers to use

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Marketing Methods

In order to market the EFMP program, the liaison should employ different marketing methods for each targeted group as relevant. Customize marketing by tailoring the message about the services that can be provided by the liaison/POC and emphasize the benefits of partnering for that particular group.

FFSC Target Audience

- Chain of Command (installation and unit level leadership)
- EFMP Coordinator at the medical treatment facility
- Pediatric Case Managers
- Installation Newspaper
- Military Families
- Community Agencies

Installation Agencies and Programs

- USO
- CYP/SLO
- Navy and Marine Corps Emergency Relief
- Chaplains
- Ombudsmen Assembly
- CMC Roundtables
- Family Readiness Groups
- Defense Commissary Agency (DECA)
- Housing Office
- Navy Exchange
- Navy Legal Services Office (JAG)
- Public Affairs Office (PAO)
- Tricare

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Determining Tools and Strateg

- Starts with the budget- (A lot of things are free)
- Select marketing tools and strategies that will help get Bang for the buck — grab attention and hold interest
- Select marketing strategies that are Easy to implement — and can be done easily and often.

Tools and Strategies

How can we let the world know about our product?

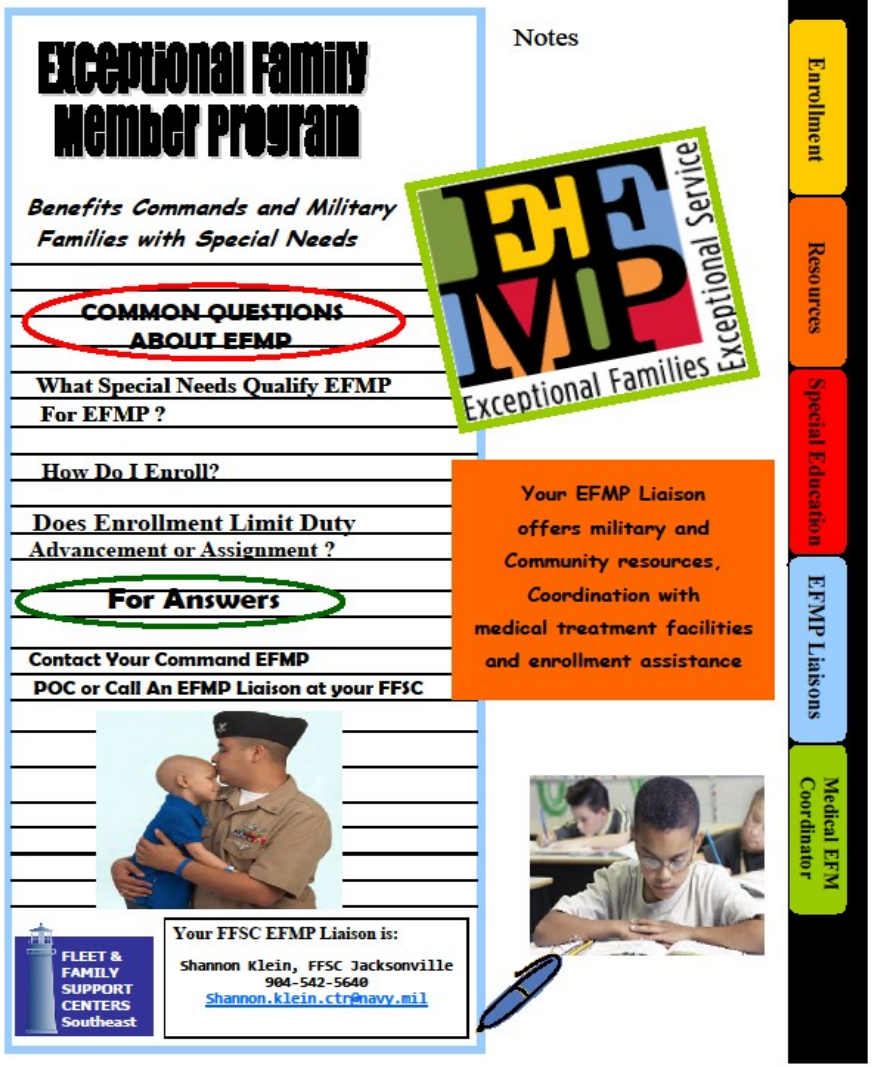
- By Promotion
- Advertising
- Public Relations and Publicity
- Events related to various programs

Tools and Strategies

Electronic Medi

- Television/Radi
- Marquees
- PowerPoint or Slideshows
- Online/Internet Marketing

Tools and Strategies


Exceptional Family Member Program
Benefits Commands and Military Families with Special Needs
COMMON QUESTIONS ABOUT EFMP
What Special Needs Qualify EFMP For EFMP ?
How Do I Enroll?
Does Enrollment Limit Duty Advancement or Assignment ?
For Answers
Contact Your Command EFMP POC or Call An EFMP Liaison at your FFSC
Notes
EFMP
Exceptional Families
Exceptional Service
Your EFMP Liaison offers military and Community resources, Coordination with medical treatment facilities and enrollment assistance
Enrollment
Resources
Special Education
EFMP Liaisons
Medical EFM Coordinator
FLEET & FAMILY SUPPORT CENTERS Southeast
Your FFSC EFMP Liaison is:
Shannon Klein, FFSC Jacksonville
904-542-5640
Shannon.klein.ctr@navy.mil

Print Media

- Installation Publications
- Community Publications
- Brochures/Flyers/Posters
- Newsletter
- Bulletin Boards/Displays

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Tools and Strategies

Correspondence

- Welcome Aboard packets
- Newsletter
- Mailing List
- New Spouse Info Packet
- Email
- Registration Confirmation

Tools and Strategies

Public Relations (PR)

- Personal Networking
- Briefings, speeches, etc.
- Attendance at installation functions
- Participation at community events
- Articles and interviews in the media
- Word of Mouth Marketing (WOMM)

Marketing Goals

What will success look like?

- Increase participants
- Increase awareness
- Increase referrals

Evaluation of Marketing Effort

MARKETING IS A CONTINUOUS PROCESS

- Act
- Observe — Return on Investment (ROI)
- Adjust
- And act again…

“Let’s Talk”

Best Marketing Practices

Meeting Your Needs At Home and At Sea.....

If You Build It…

- Product?
- Target Audience?
- Goals?
- Tools, and Strategies?
- Success?

Questions?